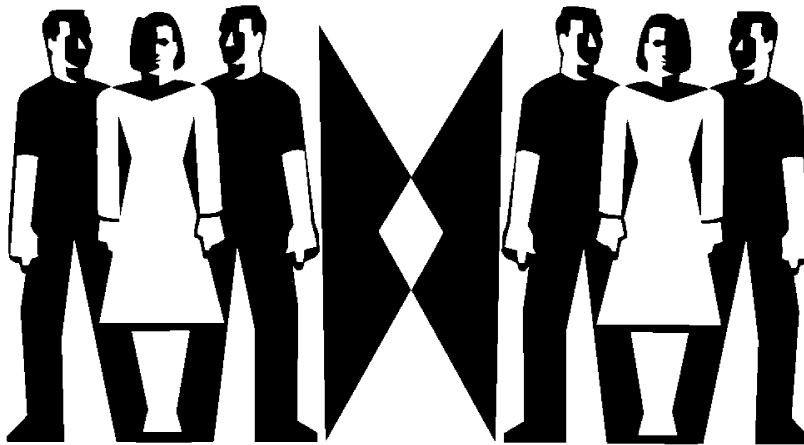




Recognizing Negative Gender Stereotypes

At one time, it was thought that women were too emotionally fragile to work in the business community. Old attitudes die hard. Most of us, male and female, carry around a few unconscious negative stereotypes. Which ones have you experienced?



NEGATIVE STEREOTYPES ABOUT WOMEN

NEGATIVE STEREOTYPES ABOUT MEN

Women fall apart easily.

Men are cold and insensitive.

Women are thin-skinned and can't take criticism.

Men are tough enough to stand up to criticism.

Women are more interested in their families than their jobs.

Men are only interested in sex.

Women will eventually quit their jobs to take care of their families.

Men are more loyal to their companies.

Women are easily swayed.

Men make more rational decisions.

Women's mood swings interfere with their ability to perform.

Men are rarely moody and even if they are, it doesn't interfere with their performance.

Women get what they want by flirting.

Men are better negotiators.

Look around. For every person who fits a negative stereotype there's another one who's just the opposite. The first step to overcoming prejudice is to recognize it, both in yourself and in others.